

Land and Water

THE MAGAZINE OF NATURAL RESOURCE MANAGEMENT AND RESTORATION

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General Advertising Policy

The publisher is not liable for any errors in key numbers, any type set by the publisher, or any layout supplied past the proof date. Land and Water reserves the right to refuse any advertising not in keeping with the publication's standards. Advertisers and their agencies assume full responsibility for any claims arising from their ad against the publication, its staff or suppliers. The publisher shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement; positioning of advertisement is at the discretion of the publisher.

A. Rates based on 12 month period. Advertisers will be short rated if, within a 12 month period from the date of the first insertion, they do not fulfill contract. Credit will be issued if an increased frequency rate is earned during a 12 month period.

B. Advertisers will receive a minimum of 60 days notice in event of rate revision. Advertisers may cancel contract at that time without incurring short rate adjustment.

C. Cancellations: Contracts may be terminated by either party on 30 days written notice. Individual insertions may not be cancelled after closing date.

D. Published 6 times annually.



Ask about our special pricing for ad bundles in Land and Water Magazine and ESCN.tv!

2009 Advertising Rates

•Rates (per insertion)

Ad Size	1X	3X	6X
Full Page	\$2275	\$2160	\$1990
2/3 Page	1850	1760	1665
1/2 Island	1590	1495	1395
1/2 Page	1365	1295	1195
1/3 Page	1025	975	890
1/4 Page	890	845	780
1/6 Page	760	720	665

Classified rates available upon request.

•Color

Standard second color, per page or less	\$395
Matched second color, per page or less	295
Four color process, per page ROP	795

•Priority Pages

Back Cover (additional per page - 4C only)	\$450
Inside Front (additional per page - 4C only)	300
Inside Back (additional per page - 4C only)	300

•Commission & Cash Discounts

A. 15% agency commission is allowed for camera-ready copy, provided account is paid in full within 90 days of invoice date.

B. 2% cash discount on net within 10 days of invoice date. Net due within 30 days.

C. A finance charge of 1.5% per month (annual rate of 18%) will be charged on all invoices not paid within 30 days from date of invoice.

•Closing Dates

Issue	Closing Date
January/February	December 15
March/April	February 15
May/June	April 15
July/August	June 15
September/October	August 15
November/December	October 15

Advertising materials must arrive at Land and Water editorial office no later than 10 days after the closing date. The previous ad used will be picked up for current issue if no new material is received.

•Ad Sizes

Ad Size	Width	Height
Full Page	7 3/8"	9 1/4"
Full Page with bleed	8 1/2"	11 1/8"
2/3 Page	4 3/4"	9 1/4"
1/2 Island	4 3/4"	6 7/8"
1/2 Page horizontal	7 3/8"	4 1/2"
1/3 Page horizontal	4 3/4"	4 1/2"
1/3 Page vertical	2 1/4"	9 1/4"
1/4 Page horizontal	7 3/8"	2 1/8"
1/4 Page vertical	3 1/2"	4 1/2"
1/6 Page horizontal	4 3/4"	2 1/8"
1/6 Page vertical	2 1/4"	4 1/2"

Magazine trim size 8 1/4 x 10 7/8 inches. Keep essential matter at least 1/4" from all trim edges and binding.